51854 8051

First Quarter 1998
January Supermarket DORAL $1.00/2 Packs
Promotion #800006
40 Offers per Supermarket (2 SKUs 20 each)
#535655- 24" PMC #535652 POS Card

Region	# Offers	# SKUs 20 ea.	# Total 6M Cases	24" PMC #535655 (1/SKU)	POS Card #535652 (1/SKU)	LT Lt 85	Lt 100	Lt Mthl 100	FF 100	UI Lt 100	LT Box 100	FF Box 100	ALL Lt Box	FF Box	Mthl Box	LT Mthl
1100 Boston	4,800	240	32	-120	120	0	8	8	8							
1200 New York Metro	1,800	90	12	45	45	3	3	3	3							
1300 Philadelphia	6,000	300	40	150	150	10	10	10	10							
1600 Buffalo	6,000	300	40	150	150	10	10	10	10							
1700 Pittsburgh	15,600	780	104	390	390	26	26	26	26							
1800 Cincinnati	16,200	810	108	405	405	27	27	27	27							
Total NESA	50,400	2,520	336	1,280	1,260	84	84	84	84	0	0	0	0	0	0	0
2100 Winston-Salem	23,400	1,170	156	585	585	39	39	39	39							
2200 Atlanta	12,000	600	80	300	300	20	20	20	20							
2300 Florida	5,400	270	36	135	135	9	9	9	9							
2600 Dallas	6,600	330	44	165	165	11	11	11	11							
2900 Richmond	17,400	870	116	435	435	29	29	29	29							
Total SSA	64,800	3,240	432	1,620	1,620	0	108	108	108	108	0	0	0	0	0	0
5100 N. California	3,000	150	20	75	75						5	5	5	5		
5400 S. California	10,200	510	68	255	255						17	17	17	17		
5600 Seattle	13,800	690	92	345	345						23	23	23	23		
5800 Houston	12,600	630	84	315	315	21	21	21	21							
Total WSA	39,600	1,980	264	990	990	0	21	21	21	21	45	45	45	45	0	0
6200 Chicago	6,000	300	40	150	150	10	10	10	10							
6300 Minneapolis	7,800	390	52	195	195	13	13	13	13							
6600 Denver	16,800	840	112	420	420	28	28	28	28							
6700 Detroit	4,800	240	32	120	120	8	8	8	8							
6900 St. Louis	9,600	480	64	240	240	16	16	16	16							
Total MWSA	45,000	2,250	300	1,125	1,125	0	75	75	75	75	0	0	0	0	0	0
GRAND TOTAL	199,800	9,990	1,332	4,995	4,995	84	288	288	288	204	45	45	45	45	0	0

Allocations based on 46.3% of Level 2 and 3 carton contracts - 2 SKUs per supermarket.